



UNDER-21 ALCOHOL PREVENTION COALITION PRESENTS:

## STUDENT VIDEO CONTEST 2016-2017

**WHAT?** Contest challenge: create a 30-second public service message from one of these topics about the risks and dangers of under 21 alcohol use:

- ❖ Social media or advertising [how it influences teens about underage drinking]
- ❖ Decision: to drink vs. not to drink [who or what influences you]
- ❖ PAUSE: helpful tips for peers to avoid the consequences of alcohol use

**WHO?** Montgomery County public or private middle and high school age teens: schools, faith-based, or service-based organizations

- ❖ Youth teams [2 or more members] clubs, classes, service organizations, or churches
- ❖ Application packet: online at [www.montgomerycountymd.gov/kis](http://www.montgomerycountymd.gov/kis)
- ❖ View past winners: [www.montgomerycountymd.gov/dlc/kis/coalition](http://www.montgomerycountymd.gov/dlc/kis/coalition)
- ❖ Call: 240-777-6652 or [dlc.kis@montgomerycountymd.gov](mailto:dlc.kis@montgomerycountymd.gov)

**WHY?** Compete for CASH and recognition for your team!

- ❖ *High School:* 1<sup>st</sup> place: \$1000-trophy, 2<sup>nd</sup> place: \$500-trophy, 3<sup>rd</sup> place-\$250, 4<sup>th</sup> place-\$100
- ❖ *Middle School:* 1<sup>st</sup> place: \$500-trophy, 2<sup>nd</sup> place: \$250-trophy, 3<sup>rd</sup> place-\$100, Honorable Mention
- ❖ Checks payable to *schools or organizations only*. Cash & Awards presented at Spring Community Event

**WHEN?** Entry(s) due: Jan 30 through Feb 3, 2017 4:30 pm

Mail or hand deliver video packet to: Keeping It SAFE Coalition  
c/o Dept. of Liquor Control, Community Outreach Office  
201 Edison Park Drive, Gaithersburg, MD 20878



KEEPING IT SAFE Coalition partners include Montgomery County Police Department, Montgomery County Department of Liquor Control, Montgomery County State's Attorney's Office, Montgomery County Substance Abuse Prevention Office, Emergency Nurses' Assoc., Sandy Spring Volunteer Fire Dept, MNC Park Police, Montgomery County Project Prom/Graduation, Brave and Bold Coalition, Arise and Flourish and local volunteers.

\*\* Program funded through a grant from the Montgomery County Police Department Automated Traffic Division.

"This contest is held by an agency of Montgomery County Government and, as such direct distribution of the flyers to students is permitted by Policy CAN, Informational Materials and Announcements."